





# Product Vision Club: Brand Book

# Brand Story

The University of Waterloo has great infrastructure for churning out top technical talent. However, there is a gap in the community when it comes to looking at technology from a higher perspective - in terms of societal and personal impact. As budding PMs, entrepreneurs and technology enthusiasts, we wanted to explore the rationale behind what we should build and why. We wanted to figure out how to change the world, learn from the best, and in the process, build a community of talented and passionate students who share the same vision.

# Brand Values

Stay **truthful**.

Think **bigger** than big.

Think **long term**.

Focus on **quality**, not quantity.

**Push yourself** beyond your comfort zone.

# Brand Vision

PVC's vision is to **build the next generation of student leaders** to tackle the world's challenges, create innovative solutions and make positive impact using technology.

# Brand Mission

PVC's mission is to **foster product perspective, develop entrepreneurial mindsets** and **inspire big thinking** through interactions with PMs, executives, founders and thought leaders from industry by hosting workshops, talks and events for our community of visionaries.

# Design Philosophy

PVC's design is **minimalistic and modern**. By focusing on creating clean and simple visuals, PVC maintains a level of professionalism while effectively communicating to our audience.

# Color Palette

There are five colors in the PVC color palette. You may also use white: #fff and black: #000.

Hex: #F14140 C:0 M:90 Y:77 K:0 R:241 G:65 B:64	Hex: #711F1E C:32 M:93 Y:87 K:44 R:113 G:31 B:30	Hex: #F2F2F2 C:4 M:3 Y:3 K:0 R:242 G:242 B:242	Hex: #BF6A6A C:22 M:68 Y:51 K:3 R:191 G:106 B:106	Hex: #FFDCDC C:0 M:16 Y:7 K:0 R:255 G:220 B:220
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**1 - Main Color:**

Used in headlines, titles and important text

**2 - Secondary Color**

Used as subheadings, body text or background

**3 - Secondary Color**

Used as subheadings, body text or background

**4 - Accent**

Used for less important text and within graphics

**5 - Accent**

Used for less important text and within graphics



# Typefaces

Gotham is PVC's **primary typeface**, which is used for all headings, titles, website text, and primary copy.

## Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Roboto Slab is PVC's **secondary typeface**, which is used for smaller copy, such as captions, graphics, and printed body text.

## Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

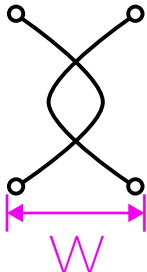


# Font and Text Style

The primary typeface for PVC is Gotham. Font base is 14px.  
In printed documents (brochures, flyers, newsletters, etc.), use Roboto Slab for body text and choose the corresponding font-weight. Headings and Titles may remain in Gotham.

Text Size	Use	Font-weight	Line Height	Color
34px	<b>Heading_big</b>	Medium/Bold	41px	1
28px	<b>Heading_small</b>	Medium/Bold	34px	1
23px	<b>Title_big</b>	Medium/Bold	28px	1
18px	<b>Title_small/Subheading</b>	Medium/Bold	22px	1, 2, 3
16px	Body text_big	Regular/Medium	19px	2, 3
14px	Body text_small	Regular/Medium	17px	2, 3
11px	Footnotes/Caption	Regular/Medium	13px	2, 3

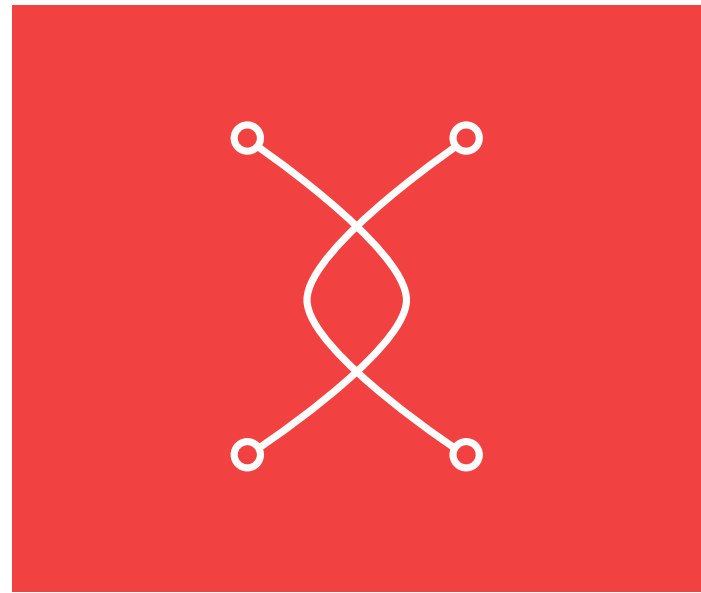
# Logo - Minimum size

When using the PVC logo in print or web material, it may be resized to no smaller than the following minimum size requirements. All measurements refer to the width of the logo.

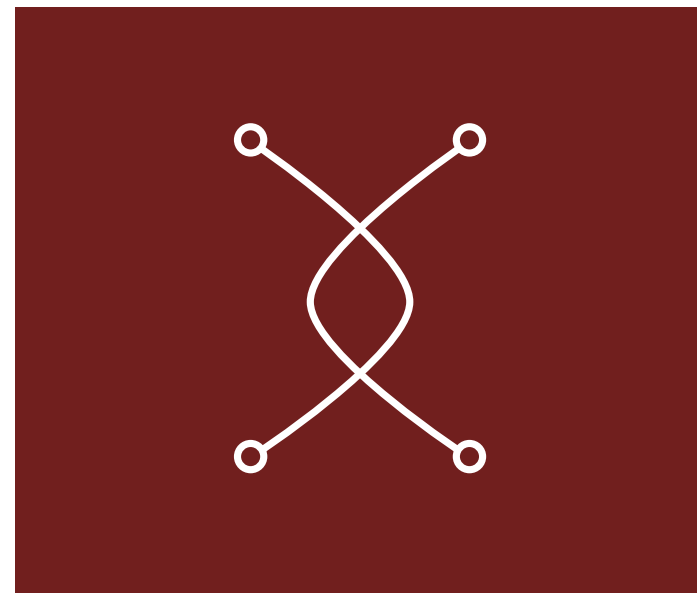
Version	Example	Print	Web
Symbol:		0.65"	50px
Wordmark:		4"	300px
Symbol & wordmark:		4.75"	365px

# Logo - Colour-ways

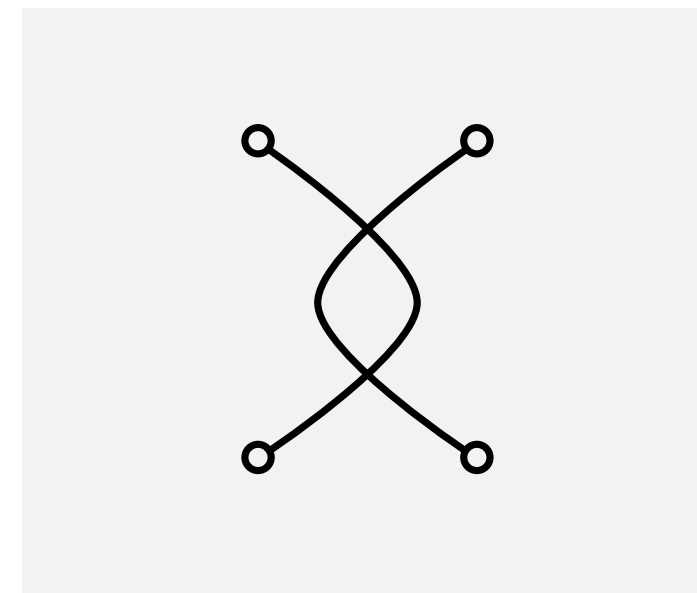
The PVC symbol should always be be white or black. Refer to the different colour-ways.  
4 and 5 should be used when colour is not an option, such as black and white printing.



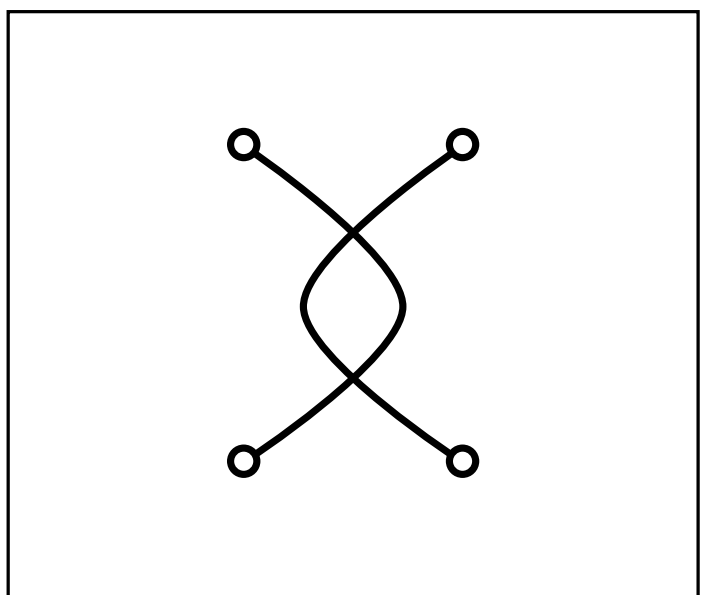
1 - Main



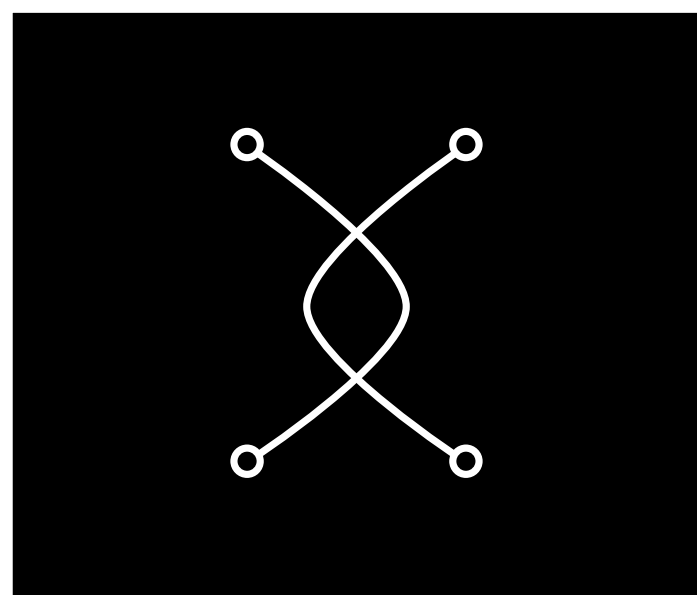
2 - Secondary



3 - Secondary



4 - Black/White



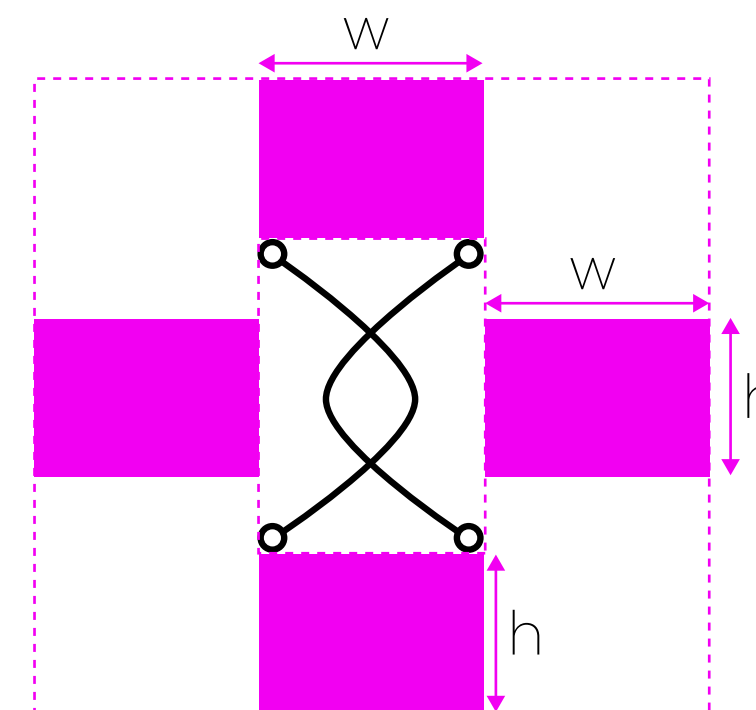
5 - Black/White

# Logo - Clear padding

Leave enough clear padding equal to the width x half the height of the PVC Symbol on all sides if possible.

## Exception:

In some cases, space and technical restrictions can make it difficult to meet clear padding requirements. Use your best judgement or ask another member of the design team for their feedback and advice.



# Logo - Improper usage



Do not stretch the logo vertically.

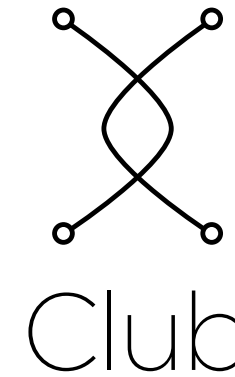


Do not stretch the logo horizontally.



Do not change the aspect ratio of the symbol to the wordmark.

**Product Vision**



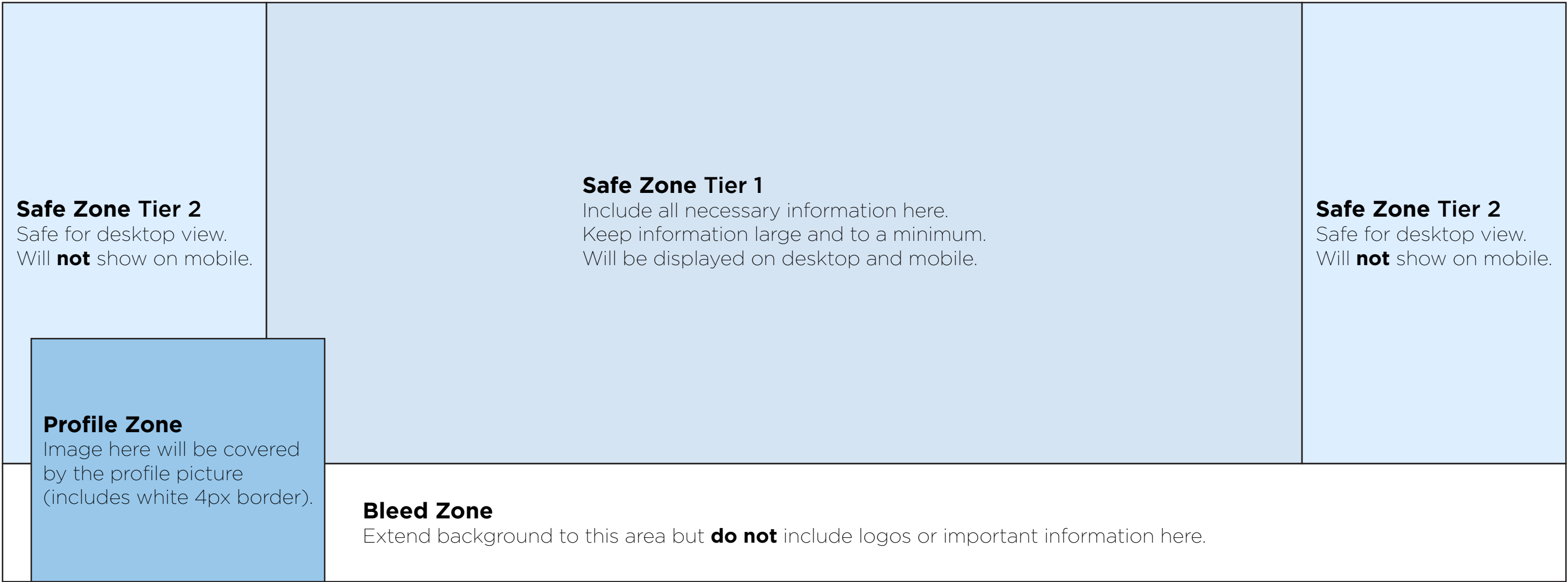
Do not change the positioning of the elements in the logo in any way.



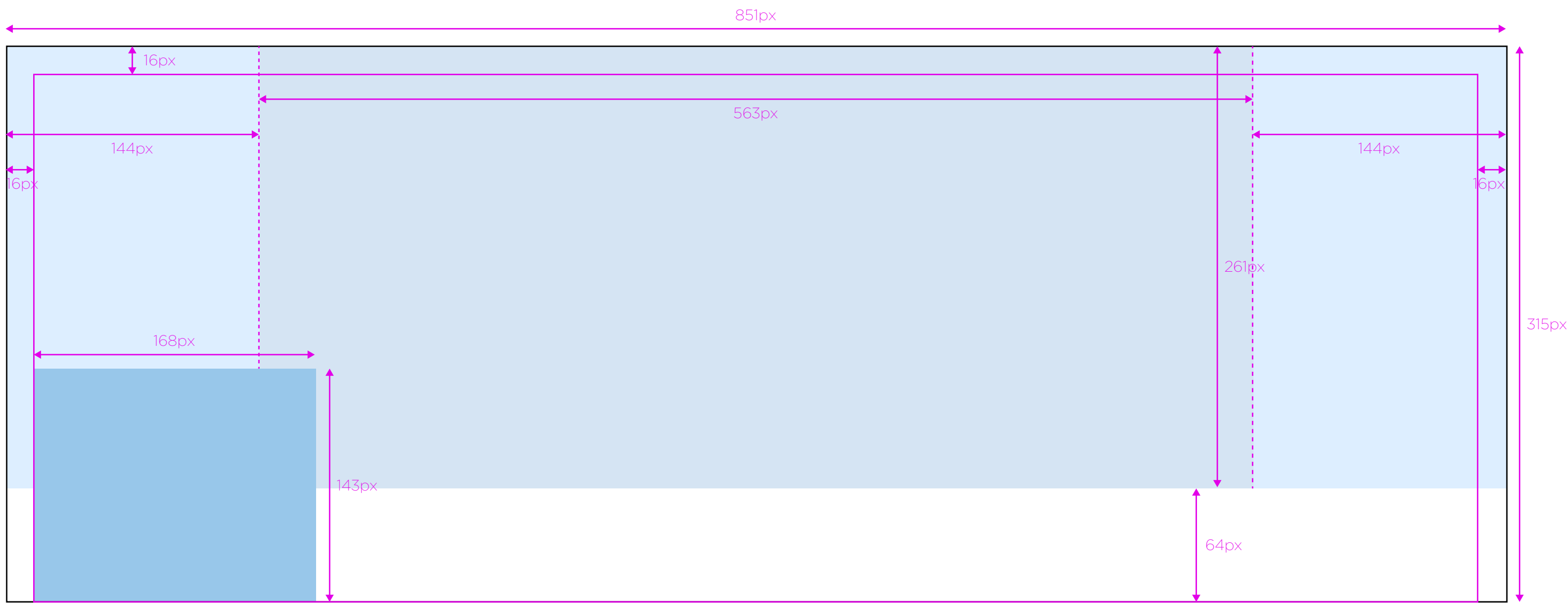
Do not rotate the logo (except for merchandise where the logo would fit better ie. waterbottle, sweatpants, etc.)

# Social Media

For Facebook banners, follow these guides to ensure all important information is shown clearly on desktop and mobile screens.



# Social Media - Banners



**Margin Zone**  
Extend background past this line.  
Include all logos or important info inside here.

**Mobile Safe Zone**  
Image will be cropped to this area  
for mobile applications.